

Gallery Night Official Participation Form September 17, 2010 - 5pm through 9pm

The Pensacola Downtown Improvement Board Special Events Committee thanks you for participating in Gallery Night. The purpose of Gallery Night is to promote Arts and Culture in Pensacola and to generate increased business and awareness for all participating members. The information that you provide will be used to help coordinate all marketing and promotional programs associated with each event.

In order to continue with Gallery Nights, it is critical to request payment in advance from participants in order to cover the "Hard Costs" of operation for the event. This includes clean-up, permits and media costs. The Special Events Committee has adopted a Three Tier "Official Participants" fee. The fee for each "Official Participant" per event are as follows: **\$35.00 for Non-Profits, \$65.00 for General Retail and \$100.00 for all Restaurants, Bars & Night Clubs serving Liquor products.** For your convenience, those businesses that would like to pay for the year in advance, you will receive a 10% discount pro-rated for the remaining Gallery Nights this year. Our goal is to keep the "Hard Costs" as low as possible.

Please have your check and this form returned to the DIB Office by **August 23rd** in order to meet our early marketing campaign deadlines for the Downtown Crowds "Official Gallery Night Issue". Other marketing campaigns will have a later deadlines. DIB office is located at 41 N. Jefferson Street - Suite 401 Pensacola, Florida 32502

If you would to be involved with our future planning meetings, we would appreciate your input to help make Downtown Pensacola a preferred Destination. Please call the Pensacola Downtown Improvement Board for details. 850.434.5371

Name of Business _____
Address _____
Email _____
Name of Owner / Manager _____
Phone Number _____ Amount Paid _____
Type of Business (Circle One)
Art Gallery Retail Art Retail Store Restaurant /Bar Office Other

Please give us a brief description of your businesses activities for this particular Gallery Night. This will be used in all public notices, press releases and media campaigns.